

Internship Report On
“Marketing mix strategies of Zaber & Zubair Fabric Ltd”

Submitted By

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Submitted To

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Date of Submission:

LETTER OF THE TRANSMITTAL

Date -

Mr. Dewan Golam Yazdani Showrav
Assistant Professor
Department of Business Administration
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Subject: Submission of internship report.

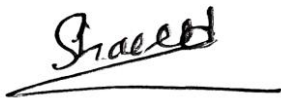
Dear Sir,

I am happy to provide my internship report on the "Marketing Mix Strategies of Zaber and Zubair Fabrics Ltd." right here. The experience I gained during my internship at Zaber and Zubair Fabrics Ltd. is the only basis for this paper. I would be really grateful and honored if you read over my internship report and recognized my hard work and devotion. I did my best to effectively and efficiently portray the initial circumstances of Zaber and Zubair Fabrics Ltd.'s Marketing Mix Strategies.

Finally, I would like to express my sincere appreciation and thanks to you for preparing this report. I would be happy to answer any of your questions on this topic.

I appreciate your thoughtfulness in this subject.

Sincerely yours,



Name: Abu Nasar Sayed
ID: 191-11-825
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DECLARATION

I am Abu Naser Sayed, ID: 191-11-825, BBA student at Daffodil International University's Department of Business Administration (Marketing Major), declare that the Internship Report on "Marketing Mix Strategies of Zaber and Zubair Fabrics Ltd." is the result of my own research work, which I conducted under the supervision of Mr. Dewan Golam Yazdani Showrav, Assistant Professor.

I declare that the given report is unique and that no portion or complete portion of this study has been submitted to any University or Organization for any degree or other reason.

I further declare that neither this report nor any portion of it has been submitted for the award of any degree anywhere.



Name: Abu Naser Sayed

ID: 191-11-825

Major: Marketing

Daffodil International University

ACKNOWLEDGEMENT

Firstly, I want to thank Almighty Allah for allowing me to finish the report on time. I'm grateful to Zaber & Zubair Fabrics Ltd. for allowing me to complete my internship program. I'd also like to thank everyone who has offered their help and support in order for the report to be completed properly.

I would like to express my gratitude to my internship supervisor, Mr. Dewan GolamYazdani Showrav, Assistant Professor, Department of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University, for his direction and guidance in completing my report.

I am grateful to the Zaber and zubair ltd Chairman colleagues and seniors in my department, I am also grateful to the supervisors, technicians, operators and all other staffs of Zaber & Zubair fabrics Limited, who were most cordial and helpful to me during the tenure of internship for providing me with the necessary information about policy, operations, recruitment, and other topics to prepare this report and giving me their valuable time and cooperate me by providing all necessary papers, documents and information in carrying out the study perfectly.

Finally, I would like to express a sense of gratitude to my beloved parents and friends for their mental support, strength and assistance throughout writing the training report.

SUPERVISOR'S CERTIFICATE

This is to certify that Abu Nasar Sayed ID: 191-11-825 is a regular student at Daffodil International University's, major in Marketing. He completed his internship at Zaber & Zubair fabrics Limited effectively. His internship topic was "Marketing mix strategies of Zaber and Zubair Fabrics. It is suggested that the report be submitted.

I wish him the best of luck in the future.



Mr. Dewan Golam Yazdani Showrav
Assistant Professor
Department of Business Administration
Faculty of Business and Entrepreneurship
Daffodil International University

EXECUTIVE SUMMARY

During my internship at Zaber & Zubair Fabrics Limited, I received hands-on experience and knowledge of how a company organization runs and coordinates to ensure that the right people are in the right place at the right time to do the right job. In addition, I came to learn about organizational cultures, practices, and how Zaber and Zubair Fabrics Ltd values and empowers its employees to ensure that they give their all for the company through inspiration, hard work, and perseverance. I try to describe them in my report.

The study begins with an organizational profile of Zaber and Zubair Fabrics Ltd, including its history, vision, aim, values, goods, and services. It also includes an overview of department, including its vision, goal, values, standards, manpower, and approved departmental structure.

The following section discusses internship Zaber & Zubair Fabrics Limited program, the external and intern recruitment procedure, and a process flow chart.

The section that follows offers information about the Zaber & Zubair Fabrics Limited, its functions, and the standards that it strives to uphold in its operations. The following part offers information regarding STP strategy of Zaber and Zubair Fabrics Ltd

And To analyze marketing mix strategies of Zaber and Zubair Fabrics Ltd and how To find out the overall marketing strategic gap of the company. The next section addresses my internship learning, limits or results discovered during my observations, and potential remedies.

The report finishes with a brief conclusion in which I describe my overall opinion of this internship program and its future prospects.

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Chapter 1

Introduction

Chapter 1- Introduction

1.1 Introduction

Marketing strategy is a long-term process that includes an organization's or businesses comprehensive marketing plan. Marketing is crucial to the growth of a business. As a result, it is critical for any individual businessperson to have a solid marketing plan. To construct a marketing strategy, a company must first establish some marketing goals in order to make progress. My goal for my internship report is to identify all of the marketing methods employed by "Zaber & Zubair Fabric Ltd."

1.2 Background of the Study

The global market is always shifting. Marketing strategies are evolving as well. As an organization, the marketing division must deal with the effects of a changing work environment. For them, this entails comprehending the ramifications of globalization, technological advancements, and worker diversity. The issues to be addressed are changing skill requirements, continuous improvement programs, contingent labor, decentralized work sites, and employee involvement. As a result, maintaining the distribution pattern of goods, labor, packaging, pricing, and other marketing operations has become a major task for the marketing division. This has piqued my curiosity in order to discover the variables that contribute to a successful firm and a good brand.

This research will assist me in rethinking the shortcomings in my performance and coming to terms with what and how I should improve myself as a result of the lessons or learning. It also helps me to improve my writing abilities. It will also aid in the development of my critical thinking and analytical skills. This report may be useful to other potential future interns.

1.3 Objective of the Study

The following are the objectives of the proposed study "Overall Marketing Strategies of "Zaber&Zubair Fabrics":

- To understand STP strategy of Zaber and Zubair Febrics Limited.
- To analyze marketing mix strategies of Zaber and Zubair Febrics Ltd.

- To find out the overall marketing strategic gap of the company.
- Recommend some suggestions based on the findings

1.4 Methodology

This report was written entirely by the report writer. However, preparing such a report requires more than just one's own thinking. As a result, I had to seek assistance from several sources of information.

I relied on two types of sources: a) primary sources and b) secondary sources.

I have used both the primary and secondary data to prepare the report. But most of the data are collected from primary source. I observed various activities of Zaber & Zubair Fabrics. My practical experience in Zaber & Zubair Fabrics was great source of information.

- Primary source of information Face-to-face interview
- Secondary source of information is the Website of Zaber & Zubair Fabrics Office documents.

1.5 Limitations:

I have tried my best to prepare a good, informative and insightful report. Nevertheless, in spite of my eagerness and enthusiasm, I had to face some limitations while working on this report which are mentioned below-

As this is my personal experience in an office, I have faced some problems to completing the report. Those are as follows:

- Lack of time
- Confidential matters of the organization.
- Unwillingness to give information from the officials
- Restrictions of giving some information about marketing strategies

Chapter2

Organizational Part

Background and Management System

of Zaber & Zubair Fabrics Ltd

Chapter 2 – Background and Management System

2.1 History of Zaber & Zubair Ltd (An Enterprise of Noman group)

Zubair Fabrics was founded in 1997 with the goal of becoming a worldwide recognized home and fashion textile manufacturing firm by meeting market demands and exceeding consumer expectations. Since March 2000, Zaber & Zubair has been producing commercially. Zaber & Zubair's manufacturing method is vertically integrated with spinning. The mill lies in Tongi, close to Dhaka, Bangladesh's capital city. The corporation has invested over US\$ 600 million in setting up cutting-edge machinery to face the challenges of the Textile World of the twenty-first century. Because of the Management's actual leadership, highly skilled expatriates from other nations and 8.000 dedicated and hardworking staff. Zaber & Zubair's annual revenue is 180 million USD. Bangladesh's 13th straight highest exporter

Nature of Business: 100% export oriented woven home and fashion textile dyeing, printing and finishing.

Chairman: Md. Nurul Islam

Managing Director: A. S. M. Rafiqul Islam Noman

Year of incorporation: 1997

Year of Commercial Production: March 2000

Corporate Office Address: Adamjee Court main Building (5th Floor), 115-120, Motijheel, Dhaka-1000, Bangladesh.

Factory Address: Pagar, Tongi, Gazipur, Bangladesh

Telephone No: (8802)9802646, 9801146, 9801012

Fax: (8802)9800200

Investing Capital: USD 80 Million

Factory Area: 9, 97, 000 Square feet. Production Capacity: 1, 00,000 meter per day Number of Employees: More than 6000

2.2 Vision & Mission

Vision: To expand and become one of the top firms in the country in the fields of fabric production, transmission, and distribution, while providing greater value, flexibility, and cost-effective solutions to our customers via the use of cutting-edge technology. To be the most contemporary conglomerate - locally and globally.

Mission: To provide great customer service and to bring value to our customers' lives by identifying, monitoring, and responding to their needs and expectations. Our primary goal is to meet the needs and expectations of our clients. We provide innovative products and solutions that offer customer's delight.

2.3 Analysis of Zaber & Zubair Fabrics Ltd

Analysis is a business approach that primarily describes the existing strengths, weaknesses, opportunities, and risks associated with a product and its market. In some circumstances, analysis can reveal previously unknown product and marketing opportunities in the textile business.

- Strengths
- Weakness
- Opportunities
- Threats

Factory overview:

Different sections of the company: To smooth functioning of the organization activities, some department assist these activities as per given below:

- Dyeing, Printing & Finishing Section:
 - Preparation
 - Dyeing
 - Printing
 - Finishing
- Q,C & Lab Section
- Final inspection & Folding
- Garments Section:

- Sample Section
- Cutting Section
- Sewing Section
- Final inspection
- Packing Section

Maintenance:

- Electrical
- Mechanical

Utility Section:

- Boiler
- Generator
- Compressor
- Chiller
- ETP
- WTP
- Accounts & commercial Section.
- Administration & Compliance Section.
- Chemical & Spare parts Store.

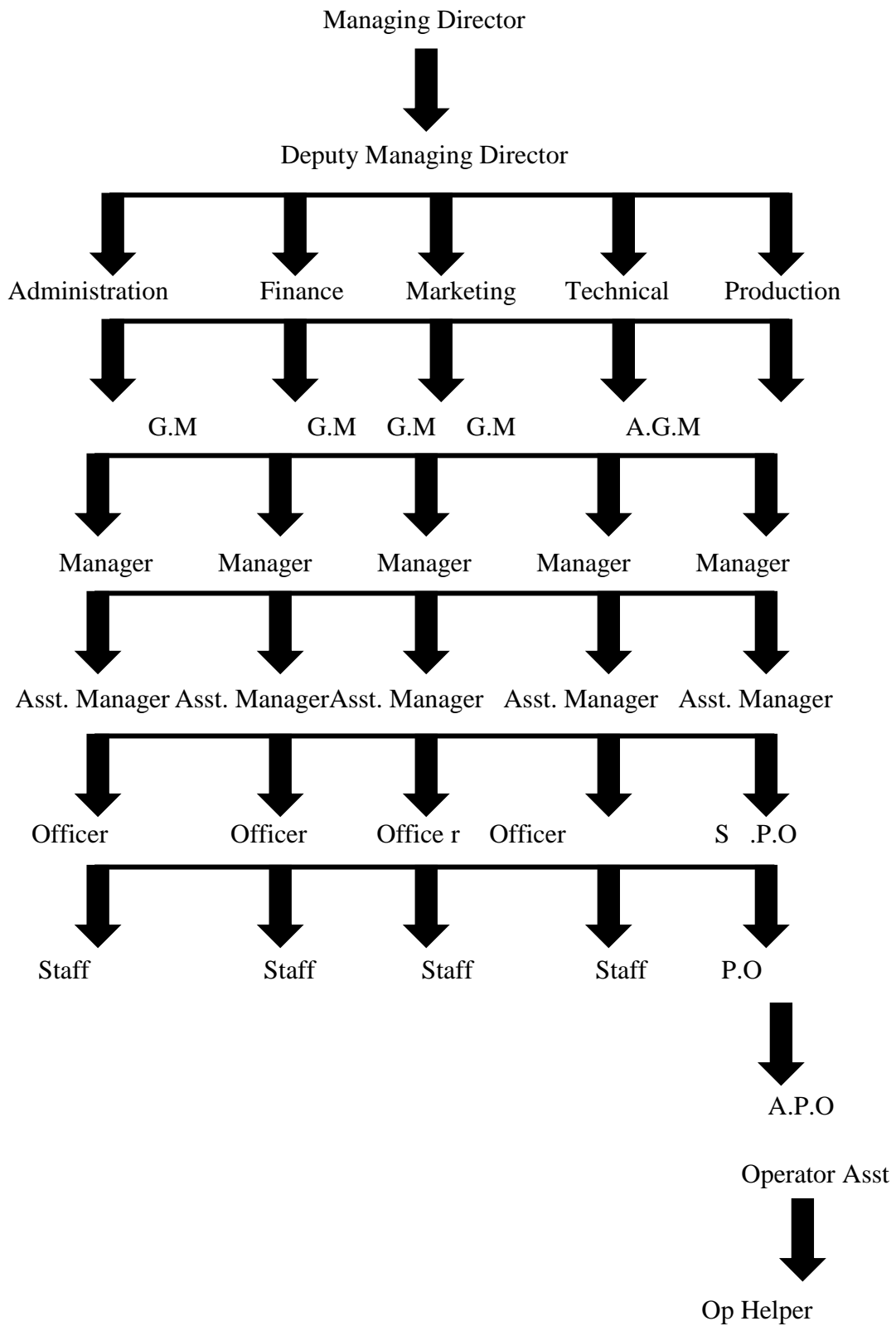
Supporting Department:

- Marketing Department
- Accounts Department
- Administration Department
- Compliance Department
- Purchasing Department

Name of products company export:

Home Textile, Comforter Duvet, Cover Pillow, Cover Bed, Linen Bed, Spreads Bed, Throws
Kitchen Cloth , Table Cloth Curtain ,Shower Curtains , Chair Pads , Cotton Rugs Napkins,
Table Runners , Aprons Mitten Rug/Mat Upholstery , Towel (Kitchen Towel, Bath Towel,
Robe, Spa Towel, Beach Towel, Tea Towel)

2.3/2.4 Corporate profile and Hierarchy of Zaber&Zubair Fabrics Ltd



Board of Directors

Md. Nurul Islam, [Chairman]

A.S.M Rafiqul Islam (Noman). [Director]

Nur-e-Yasmin Fatima. [Director (Non-Executive)]

Abdullah Mohammad Zaber. [Director] Mohammad Abdullah Zubair. [Director]

Abdullah Mohammad Talha. [Director]

Other Sister Concern of Noman Group

- 1) Artex Fabrics limited
- 2) Sufia Cotton Mills Limited
- 3) Talha Spinning Mills Limited
- 4) Mariom Textile Mills Limited
- 5) Noman Fabrics Limited
- 6) Zaber Spinning Mills Limited
- 7) Noman Textile Mills Limited
- 8) Talha Tex-pro limited
- 9) Zaber&Zubair Accessories Limited
- 10) Zarba Textile Mills Limited
- 11) Yasmin Spinning Mills Limited
- 12) Saad-Saan Textile Mills Limited
- 13) Noman Weaving Mills Limited
- 14) Zubair Spinning Mills Limited
- 15) Talha Fabrics Limited
- 16) Noman Home Textile Mills Limited

- 17) Sufia Fabric limited
- 18) Ismail &Anjuman Fabrics Limited

2.5 Membership certificates:

Certification/ Achievements

- 1) ISO 9001:2008
- 2) OEKO-TEX STANDARD 100
- 3) BRC GLOBAL STANDARD
- 4) GOTS-GLOBAL ORGANIC TEXTILE STANDARD
- 5) 9001 : 2000 (audited by URS)
- 6) OEKO - Tex (byTestex)
- 7) BRC Global Standard Consumer Product (by British Retail Consortium)
- 8) BSCI (Business Social Compliance Initiative) (audited by SGS)
- 9) Several audits on ETI (Ethical Trade Initiative) base code by different third party audit companies.
- 10) ISO 14001 (audited by URS)
- 11) SRM (audited by URS)
- 12) IWAY By IKEA
- 13) Wall-Mart
- 14) H & M
- 15) Asda
- 16) Disney

Awards and Achievements

- HSBC Export Excellence Award 2011
- Social & Environmental Excellence Award 2012
- Certified AA Credit Rating by Credit Rating Information & Services Limited Bangladesh
- “Best Example” 2012 Award by H&M
- National Export Trophy (Awarded by Ministry of Commerce and Export Promotion Bureau)
- Zaber&Zubair Fabrics: 2001-02, 2002-03, 2003-04, 2006-07, 2007-08, 2008-09, 2009-10, 2010-11 (Gold)
- Noman Weaving Mills: 2008-09, 2010-11 (Gold)
- Zaber Spinning Mills: 2008-09 (Gold)
- Yeasmin Spinning Mills: 2008-09 (Silver), 2010-11 (Bronze)
- Ismail Textile: 2010-11 (Bronze)

Chapter 3

Marketing Mix Strategies

Chapter 3 - Analyze marketing mix strategies of Zaber and Zubair Fabrics Ltd

3.1 Analysis

Bangladesh cannot afford to waste these precious resources at this time or it will be unable to compete on the global textile and apparel market. The 2nd International Conference on Textile & Apparel's main agenda item is the wise and effective use of resources. The current state of the textile industry will be examined during this conference. The first aim is to develop appropriate responses to sensitive problems and put plans in place that will accelerate Bangladesh's textile industry's expansion. The recent collapse of a factory building close to Dhaka has raised concerns about Bangladesh's industry safety regulations on a worldwide scale. Following this tragic occurrence, more than 300 factories in Ashulia reportedly had to close. Almost 80% of the manufacturing workers have sought higher pay and the implementation of safety regulations.

Bangladesh has pleaded with the European Union not to retaliate harshly against them in light of this tragic disaster. Bangladesh's economy will suffer greatly if the EU or other customers impose any stringent regulations on trade with Bangladesh. Millions of employees will also lose their jobs.

3.2 4PS Product

Marketing is the practice of explaining to customers the benefits of a product or service with the aim of selling that product or service. To create, distribute, and communicate value to customers, as well as to manage customer relationships in a way that also benefits the company, a collection of processes known as marketing can be considered.

It entails the coordination of the four marketing "4 P's":

- Identification, choice, and development of a product;
- Determination of price;
- Choice of distribution method to reach client; and
- Creation and implementation of a promotional campaign.

Product:

Product Range

- Fashion Fabric
- Solid Dyed
- Yarn Dyed
- Print
- Mesh/Jersey
- Cotton poplins, Canvas and Voiles
- Cotton Twills, Chinos and Satins
- CVC and Poly Cotton Blends
- Heavy and Denser Bottoms wear fabrics
- Dobby Woven Fabrics
- Rib stop Fabrics
- Bedford cord Fabrics
- Waffle Fabrics
- Slub Yarn Fabrics
- High Quality Stretch Poplins (Lycra)

Home Textile

- Comforter
- Duvet Cover
- Pillow Cover
- Bed Linen
- Bed Spreads
- Bed Throws
- Kitchen Cloth
- Table Cloth
- Curtain
- Shower Curtains
- Chair Pads
- Cotton Rugs
- Napkins
- Table Runners

- Aprons
- Mitten
- Rug/Mat
- Upholstery
- Towel (Kitchen Towel, Bath Towel, Robe, Spa Towel, Beach Towel, Tea Towel)



Price:

Price is the price that a company charges for a good or service, or the total value that a customer forks over in exchange for the benefits of purchasing or using the good or service. Pricing determines how much money a business can make from transactions and how much profit it can make. The price of an item can be ascertained using a variety of techniques. In this section, we will try to understand how to investigate them as well as the best course of action in certain scenarios.

Economy pricing: Zaber & Zubair Fabrics Ltd. mainly catered to clients in mid-level sectors. Because of this, all customers can pay the price of their products. The product's first few units are offered for a very low price almost at the cost of an advertisement and the middle majority of units are economy models. In a premium pricing approach, the most expensive product is sold at the highest rate. During recessions, economic pricing records more purchases.

Penetration pricing: It is a pricing strategy that allows new products to enter the market as quickly as possible by making them available at cheap cost by adding a small markup to their production cost. It tries to increase the product's market share, and if it is attained and demand increases, the company will raise the price of the product. In the short term, penetration pricing results in lower earnings. Nevertheless, it ultimately results in larger earnings because it broadens the market. The new product that the company is offering is

already being sold by other, well-known companies, which is why the penetration pricing was chosen. Customers may be persuaded to alter new items by their low cost.

Price and term reference of of Zaber & Zubair Fabrics Ltd.

Import and commercial management module	155000
Local procurement management module	155000
Store management module	155000
Sales management module	155000
Production management module	155000
Account management module	155000

The accounting department of Zaber & Zubair Fabrics Ltd. sets the product's price. The account segment examines its prior sales volume to evaluate demand. The company's market projections are useful in determining the relationship between the quality and cost of its products. The company has chosen a market-based pricing strategy in an effort to maintain its market position while continuing to conduct this operation.



Place:

The place is organization's market transfer strategy framework for products and services. In most cases, the corporation is given a direct channel. Zaber and Zubair Fabrics Ltd. receives the order straight from GMS Composite Knitting Ind. Companies initially aim to meet customer demands. In accordance with the terms of the contract, the buyer will accept

production that is 5% higher or lower than the order. On the other hand, if the product's quality falls short of their expectations or requirements, they cancel the order.



Promotion:

To communicate the benefits of its product and to pursue its target market, the corporation uses promotion, marketing tools, and standards for a variety of actions. It is not necessary for them to participate in many promotional activities at Zaber & Zubair Fabrics Ltd. They employ this as one of their key marketing strategies because of their reputation for never compromising on quality. The corporation advertises its products in foreign markets by offering samples, brochures, collections, attending international trade shows, providing CDs, taking part in online auctions, sending emails and faxes, and advertising in various journals, magazines, and other publications.

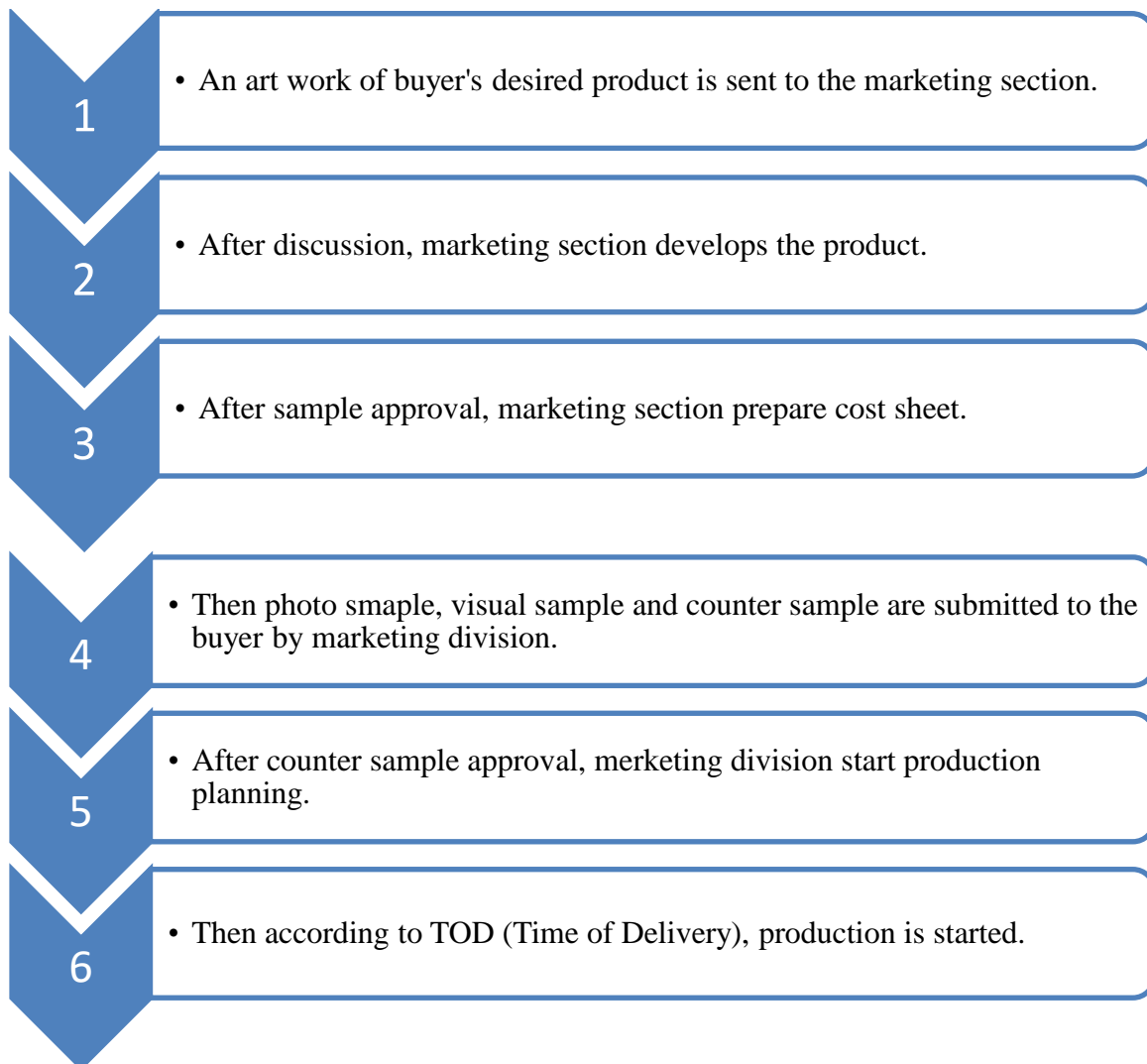


A key element in selling things to customers is the marketing plan. It will be quite difficult to achieve the target if the marketing plan is not well-developed. The buyer's interactions are a crucial component in the marketing of fabrics and clothing. In this regard, Zaber&Zubair Fabrics Ltd.'s marketing staff is far more accurate and flawless. The buyer is primarily dealt with by senior marketing professionals, managers, and higher officials at Zaber&Zubair

Fabrics Limited. IKEA, H&M, TESCO, C&A, NEXT, OTTO INT., and other long-term fixed buyers in the sector are given significant priority by this factory. All through the year, these buyers place orders for woven fabric and/or home textile textiles.

Marketing Responsibilities:

Marketing officer always try to convincing buyer for collecting order as well as price of the product. Work flow of marketing division-



The marketing department wants to encourage new customers by presenting new product quality. In addition to the duties listed above, they are also responsible for preparing cost sheets through dealing.

- To discuss alternative course of action with high officials and merchandiser.

- To uphold a positive working relationship between merchandisers and commercial police.
- To stay in touch with the homebuyers and purchasers.
- Communicate with greater product expertise.

3.3 Competitor Analysis

Although "Zaber & Zubair Fabrics Ltd." is a well-known and established business in the industry, there are some notable differences between the fabric sector and other fabric sectors. The absence of one or two major firms is the key characteristic of the fabric sector. The majority of small enterprises in the fabric sector don't yet have widespread distribution, so their advertising strategies and plans are more specialized. By nature, Zaber and Zubair Fabrics Ltd. works in the weaving and finishing area of Bangladesh's intricate textile and apparel sector. Threats against the company were never made by local textile manufacturers. According to the company's perception, Zabar & Zubair Fabrics Ltd.'s main competitors are the textile behemoths of China, India, Indonesia, and Pakistan as most of them serve the same markets. In terms of market share in the export-focused RMG sector, Zaber and Zubair Fabrics Ltd. is now dominating the local industry. The major competitors are:

- Texport Industries
- Westchester Lace and Textiles
- Ilann Five
- Tetriberica-fast-branded-fashion

Chapter4

STP Strategy

Chapter 4- Understand STP strategy of Zaber and Zubair Fabrics Ltd

4.1 STP

STP marketing is an acronym that stands for segmentation, targeting, and positioning. It is a three-step procedure that enables for the creation of a targeted and actionable marketing strategy.

Market Segmentation:

Zaber and Zubair Fabrics Ltd's market segmentation is the process of dividing a market into discrete groups of consumers that have different demands, traits, or behaviors and may require different services or marketing strategies. Customers who respond similarly to a particular set of marketing initiatives make up a market segment. The below-listed demographic, behavioral, and psychographic elements make up our customer's profile.

Individual's demographics:

The population size and growth rate in this sector are both quite good. The population's age distribution is related and can have a positive effect. Because consumers of any age might be the target market for this sector. Along with lifestyle, education levels and income dispersion also rise. Ethnic diversity and income disparity are potential growth areas for this sector. For this industry, geographic distribution may have possibilities. The socio-cultural component is crucial to any industry. It has the ability to regulate the buying group's purchasing habits. Family dynamics can have an impact on a person's or a group's overall purchasing habits. People's attitudes toward their employment and living situations can influence their purchasing behavior. Low living standards cannot be a requirement for high buying.

Behavioral Factors:

Many elements, such as the situation, personal and psychological issues, family, culture, and environmental and marketing influences can affect a consumer's behavior. Zaber and Zubair Fabrics Ltd. tries to identify trends so they may efficiently market to the people most likely to purchase their goods. They frequently attempt to sway a customer's behavior by using factors they have control over, such as a store's layout, music, the grouping and accessibility of its

products, pricing, and advertising. Different factors can affect how purchasers behave, whether they persuade people to make a purchase, buy further products, or make no purchases at all, however some affects may be short-lived and others long-lasting. The following are the key behavioral traits that the company seeks:

- Are willing to pay a premium for higher quality fabric
- There is value attributed to the more attractive fabric
- Enjoy different quality fabric without the mess of making it themselves

Psychographic factors:

Personality traits, way of life, socioeconomic status, habits, actions, and hobbies are examples of psychographic elements. Each of these distinct psychological aspects has a significant impact on how consumers behave. Organizations utilize these variables to categorize their audience according to psychographic characteristics.

- The Z&Z group's face value is a fantastic psychological feature that attracts more clients
- Reduce involvement in product purchase by seeking fabric information
- Sometimes, we make really challenging quality fabrics that no one else can produce.
- Susceptible to low to moderate levels of emotional attachment to our firm

Target Market:

The majority of Zaber and Zubair Fabrics Ltd.'s goods are made to address certain issues for a target market that is even more narrowly focused. The firm may better understand which advertising platforms to employ, what goods and services to offer, and what kinds of content and images will encourage prospects to take action by knowing its client base through a target market analysis. First, Zaber and Zubair Fabrics Ltd looks to determine which markets in the nation are the most and least valued. They create buyer profiles and anticipate bridging any market gaps. They specifically evaluate a product's or service's viability and enhance overall business strategy. Their primary industry target market is:

- Fabric Buying house
- RMG Sector
- Big Brand like Yellow, Primark , Lidlete

Market Positioning:

A product's position refers to where it stands in consumers' eyes in relation to its rivals. The goal of Zaber and Zubair Fabrics Ltd. is to create distinctive market positioning for its goods. Zaber and Zubair Fabrics Ltd. initially evaluate potential competitive advantages on which to base the position before presenting its product. By pricing less and providing more benefits than rivals, the company offers higher value to its target customers in order to establish a competitive edge. The bank guarantees to give better value in addition to giving greater value. After deciding on a desired stance, Zaber and Zubair Fabrics Ltd. takes decisive action to convey and deliver that stance to its target audience. The overall marketing strategy employed by the business supports the chosen positioning approach. Product refers to the combination of goods and services that the business offers to its target market. Simply said, a product is something that satisfies a customer's needs. Because the Bangladeshi textile sector exports RMG (Ready Made Garments), Zaber & Zubair Fabrics Ltd. creates yarn for these garments. As a result, the company is entirely focused on exports. They guarantee the highest level of product quality. In addition to producing ordinary yarn, Zaber and Zubair Fabrics Ltd also creates fancy yarn that may meet consumer demands both locally and internationally. Zaber and Zubair Fabrics Ltd focuses on PIMA cotton yarn (Supima Certified), Organic cotton yarn (Control Union Certified), CMIA (Cotton manufactured in Africa), Core spun, Slub Compact yarn, and Bamboo yarn in addition to traditional cotton yarn. The major points that are ensured by the organization:

- High-quality producer
- Professional
- Reliable

4.2 Customer Service

"Zaber&Zubair Fabric Ltd" philosophy is that whatever is necessary to make the consumer happy must be done, even if it means sacrificing short-term revenues. This investment will pay off in the long run with a passionately devoted customer.

4.3 Branding Strategy

Currently many big big fabric buyers are buying fabric from Zaber&Zubair who are known as totally exporter corporate buyer. Also Zaber & Zubair are directly export fabric to

much country. It's all branding strategy that we are already popular in home and abroad in fabric sector.

4.4 Competitive Advantages

Finding a means of obtaining a sustained competitive advantage over the other competing goods and businesses in a market is the main challenge for Zaber and Zubair Fabrics Ltd.'s business strategy. It is a competitive advantage obtained by giving customers with greater value, either through lower pricing or through the provision of greater advantages and services that warrant higher prices. Porter offered up four "generic" business techniques that the company may use to obtain a competitive edge. The strategies are based on how much a company tries to differentiate its products from competitors and how narrow or broad the scope of its activities are. The key advantages in the marketplace are:

- Customer preferences matters in Zaber&Zubair
- We use the good quality yarn for making the fabric
- Customers can customize their variety order in many quality as like they want

4.5 (Internship Overview)

Responsibilities during Internship:

- Attending meetings with the executives
- Order follow up
- Database update
- Factory visit
- Keep detailed records of the customers on daily purpose.

During the internship period in Zaber&Zubair Fabrics, I was appointed as an intern of marketing and sales department. As I had major in marketing, I have had the opportunity to experience how practically the organization works. I am quite lucky as I got the chance to work both in the head "office and the factory. I got the chance to work with the marketing executives who helped me to learn how to deal with customers in this industry. Apart from the job as an intern, I also learned about teamwork, how it helps to share and create ideas etc. During the internship, I also faced a few problems, but by working in a different position I

learned how to work under pressure and keeping up the time management. I also got an opportunity to learn about organizational behavior which will surely help me to maintain the corporate etiquettes. I have been working here as an intern for almost 3 months and till now I had an amazing experience. Through this internship I have successfully overcome the problem of job fear.

4.6 About Zaber&Zubair Ltd Achivement& Client

Type of Factory:Vertically Integrated

Website: www.znxfab.com

List of Buyers:

Buyer	Logo
IKEA	
H & M	
Walmart	
TESCO	
UNIQLO	
AMERICAN EAGLE	
ASDA	
ALDI	
C&A	
Abercrombie & Fitch	
GAP	
G-STAR	
ESPRIT	
PVH	
Otto Group	

ZARA	ZARA
TARGET	
M&S	YOUR M&S
next	next
NIKE	
MANGO	MANGO
LA REDOUTE	LA REDOUTE
Kappa	KappAhl
Kmart	
KOHL'S	KOHL'S
LEVI'S	Levi's
LiDL	
JC Penny	Jcp
BIGW	BIGW
JYSK	

Chapter 5

Findings, Recommendation & Conclusion

Chapter 5 - Findings, Recommendation & Conclusion

5.1 Findings

When it comes to product identification, selection, and development, Zaber and Zubair Fabrics Ltd. excels. The company discovered that the identification of both novel targets and chemical entities to modify those targets is a crucial step in the development and commercialization of new generations of contraceptives. Furthermore, a sophisticated and expensive organizational infrastructure is needed to be able to validate those goals, find prospective candidates, and deliver the large quantity of fashion data required to meet regulatory criteria prior to marketing. Government or public-sector programs are unlikely to be able to develop and test such contraceptives without significant assistance from the textile industry.

When determining the pricing of a product, Zaber and Zubair always take the general market price into account. To make their product more accessible, the corporation studies the market and the general competitive landscape in the sector. The business does use a pricing strategy that maximizes earnings in markets with a lot of competition. The pricing system is an ongoing procedure. To determine what works best for business, they experiment and test out various techniques.

Zaber and Zubair carefully consider which distribution method to use to get to the customer's location. When choosing a distribution channel, some things to keep in mind include: (1) The nature of the product; (2) The nature of the market; and (3) The nature of middlemen. (4) The kind of production facility and its scale, (5) Governmental Policies and Regulations, and (6) Competition In order to make the product available to the consumer, the company makes every effort to maintain proper procedures.

For their production and the product, Zaber & Zubair Fabric Ltd. regularly develops and implements a promotional plan. Create a strategy that can be used to alter public perceptions of your firm, attract more potential customers, and increase consumer engagement with the enterprise. They have a strategy and a set of methods they can use in their marketing plan to raise demand for their goods or services.

5.2 Recommendations

The following suggestions are made in response to any issues the company may be having with its marketing strategies:

1. The company should improve resource allocation and anticipate the priorities to focus on in order to grow the business in a targeted manner.
2. By hiring motivated workers who are devoted to the business, certain tradeoffs can leave good prospects on the table for any organization.
3. Finding the right comfort zone results in a successful plan, improving the supply chain, and expanding the market.
4. Entering a new market while being ready to confront any obstacles. Due to the intense competition and the participants' creation of predetermined performance standards.
5. Extend a broad worldwide reach to take advantage of the chance to grow internationally and increase growth potential.

The following recommendations are made in response to potential issues the firm may be having with its marketing mix:

1. Finding a proper comfort zone leads to a successful plan, improving the supply chain, and expanding the market.
2. Create an information flow channel with the clients, stakeholders, and authorities. Follow legal guidelines for effective information transparency.
3. The business should select a distribution method that is effective for all items.
4. To reduce additional costs associated with the promotional plan, the organization should use sale promotion.
5. Maintain the necessary dedication to quality, attention, and fortitude to accomplish the project on time and within budget.

Modern society cannot function without industry, and trash generation is a natural byproduct of economic prosperity. When a material is thrown away without expecting to be paid for its intrinsic value, it is considered waste. Therefore, the marketing plan is very important to increase the company's profit.

5.3 Conclusion:

We should study marketing because in our personal life, we all use selling techniques in our marketing analysis process. Although, I like marketing that's why I take it as my major subject. In my internship program, I found marketing is really an interesting job. If we want to work in business, we need to know about marketing because marketing people play a vital role in the welfare of an organization. Marketing job is really interesting because of the variety of people encountered and activities undertaken. In addition, marketing offers opportunities for financial rewards and promotions. Marketing people engage in a wide range of activities including providing information of products and services to customers and employees as well. Most of us are not aware of many of these activities because the salespeople we meet most frequently work in retail stores. However, the most exciting, rewarding and challenging sales position involve building partnerships: long term, win-win relationship with customers. Today, Zaber&Zubair has sold many quality products not only in Bangladesh but also in USA, Russia, Canada, India, China and other countries. Working in "Zaber&Zubair Fabrics Ltd" I found the value of Marketing

The Zaber&Zubair Fabrics Ltd is one of the well reputed 100% export oriented quality based textile mill. The management body of this textile is well organized and always follows the chain of command. Their objectives are to achieve 100% quality and meet the demand as per buyer requirements.

5.4 Reference

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